

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
23 June 2005 (23.06.2005)

PCT

(10) International Publication Number
WO 2005/057375 A3

(51) International Patent Classification:
G07F 17/00 (2006.01)

(21) International Application Number:
PCT/US2004/041395

(22) International Filing Date:
9 December 2004 (09.12.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/527,987 9 December 2003 (09.12.2003) US

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(81) Designated States (*unless otherwise indicated, for every
kind of national protection available*): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,
ZW.

(84) Designated States (*unless otherwise indicated, for every
kind of regional protection available*): ARIPO (BW, GH,
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,
GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- *with international search report*
- *before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments*

(88) Date of publication of the international search report:
13 April 2006

*For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.*

(54) Title: MARKETING SYSTEM EMPLOYING VENDING MACHINES

(57) Abstract: According to an embodiment, a device provides an offer, via an interface (130) at a vending machine (100), for a benefit in exchange for an email address. An email address is received via the interface (380). After receiving the email address, a promotional message (260) is transmitted to the received email address.



WO 2005/057375 A3